

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BMG1614 – MANAGEMENT

11 MARCH 2019
9.00 a.m. – 12.00 p.m.
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **SIX (6)** printed pages excluding the cover page.
2. Answer all the questions
3. Marks are shown at the end of each question.

ESSAY QUESTIONS (100 Marks)

Answer all the questions.

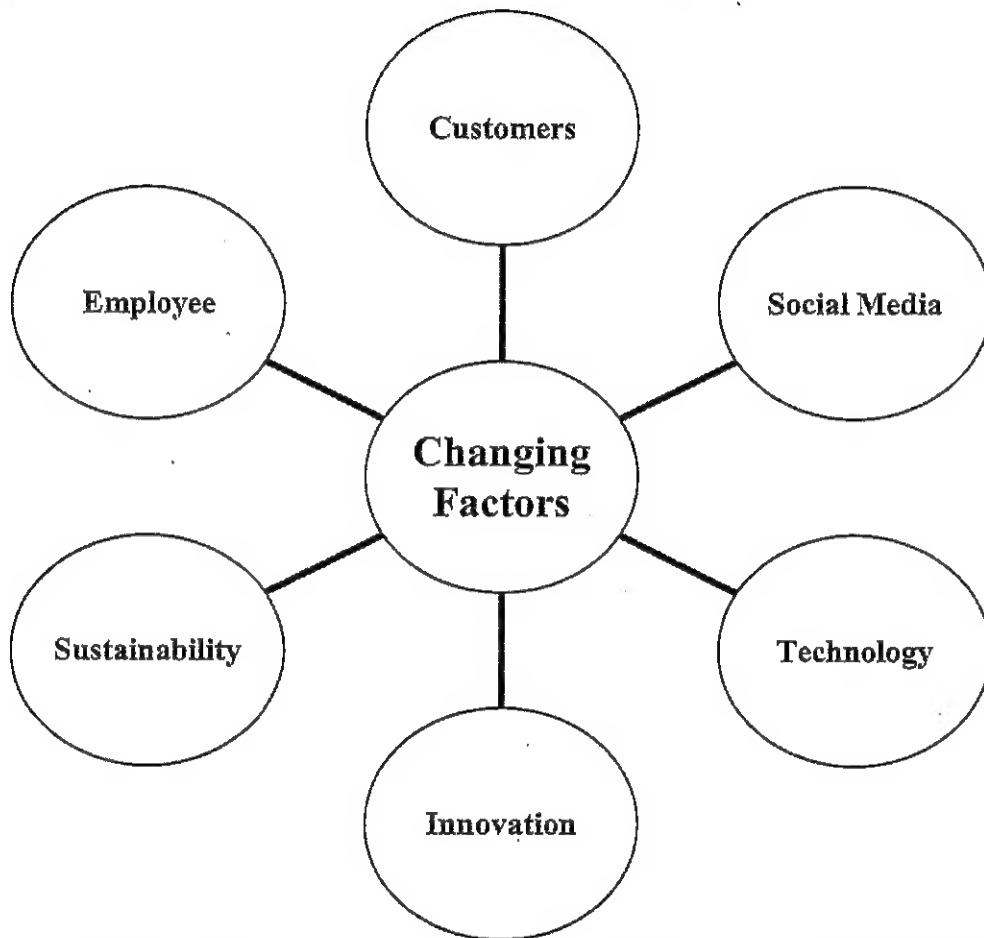
Question 1

Figure 1-1 Changing Factors in Management

- a. New-age managers are currently dealing with changing factors that somehow reshaping and redefining the way they are functioning in the organization. Choose **FOUR (4)** of the above factors and briefly explain the implication to the manager's everyday job function.

(8 marks)

Continued...

Sports Direct plans expansion in Greater KL

13 March 2018: SPORTS Direct, the United Kingdom's largest sporting goods retailer, aims to set up a regional distribution centre in Greater Kuala Lumpur, in a bid to reach out to the 10 markets in the Asean region.

The company offers the widest range of sportswear, footwear and equipment at unbeatable value and has plans to use Malaysia as the hub for its regional expansion, said Sports Direct Malaysia managing director Paul Gibbons.

Gibbons told NST Business that US\$100 million (RM392 million) will be invested for a 20ha site, construction and initial operations.

"We are looking for a site suitable to build a one million sq ft regional distribution centre. We would prefer the site to be in relative proximity to Port Klang as well as able to utilise services rendered at the airport with the new Digital Free Trade Zone, and then at some point with the rail system link that is planned. For our business, Malaysia's central connectivity makes it an ideal and strategic choice. We target to manage all the 10 markets in the Asean region from this hub and hope to procure the land and a timeline to build by the end of this year. This will help procure both brick and mortar businesses around the region and support licensees, considering that the group owns 30 international sports brands.

In the next five years, Sports Direct aims to have a retail presence in each of the leading Southeast Asian markets, either directly or with joint venture partners.

Source: http://www.investkl.gov.my/Success_Stories-@-Sports_Direct_plans_expansion_in_Greater_KL.aspx

- b. Planning is vital for a company like Sports Direct to penetrate the potential new market in Malaysia. In relation to Sports Direct, discuss **TWO (2)** purposes of planning.

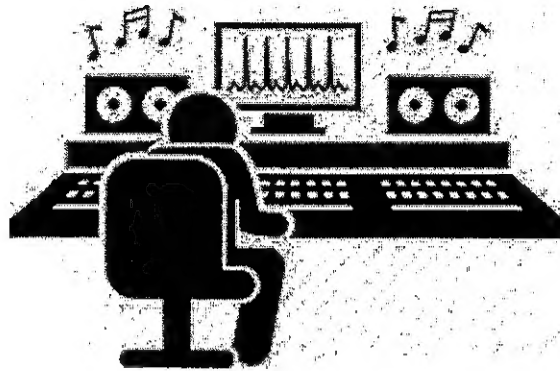
(8 marks)

- c. On average, an individual must hear new information seven times before he or she truly understands it. Explain briefly **TWO (2)** ways managers can be more effective communicator to the subordinates.

(4 marks)

[20 Marks]

Continued...

Question 2Scenario 1

After he retired from the music scene, Mr Ultimet Ulan Raja choose to become a full-time music producer in a new recording studio called Hujan Molek. The studio needs to acquire a new pair of loudspeakers to be used for the recording of upcoming record of a band called Pancaroba.

As it is a new recording studio, Mr Ultimet is facing a very tight financial constraint. He is also looking for loudspeakers that have a cheap maintenance cost. However, the sound quality must be top notch as he wanted to produce a high quality recording for new artists. In addition, the loudspeakers should have either bluetooth or wifi connection so that he can easily edit and save the sound.

So far, he identifies 5 brands of loudspeakers namely: Yamaha, Behringer, JBL, Dynaudio and Avantone.

- a. Based on the decision making guideline, advice Mr Ultimet how he can make the decision to purchase the loudspeakers.

(16 marks)

- b. Define organizational conflict and list out the **THREE (3)** types of conflict that occurs in the organization.

(4 marks)

[20 Marks]

Continued...

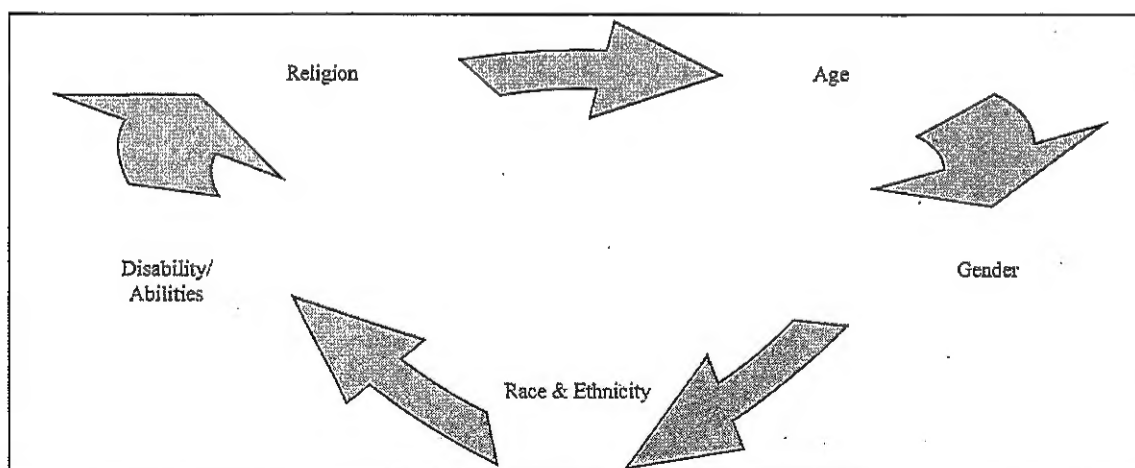
Question 3

- a. Discuss briefly the **SIX (6)** steps in the strategic management process for an organization to compete in the business world. (12 marks)
- b. Contrast between the term of “leader” and “leadership” in the management. (4 marks)

Scenario 2

In David Lee Roth's autobiography (the former lead singer of a band Van Halen), he tells the story of how he had a clause (article 126) touring contract asking for a bowl of M&Ms backstage, but no brown ones. Now you might think that it is just a typical demanding rock star behavior, but instead it was a well-planned effort to see whether the venue management had paid attention. With the technical complexity of his show, he figured if they couldn't get the M&Ms right, he needed to demand a link check of the entire production to ensure that no technical errors would occur during the performance. Now that's how manager should use control!

- c. Based on the above story, define what is “controlling” in the management perspective and discuss **TWO (2)** importance of control in the organizational setting (4 marks)

[20 Marks]**Question 4****Figure 1-2****Continued...**

- a. Diversity is an important issue nowadays particularly in the workplaces. Choose **THREE (3)** of issues above and discuss what are its implication to the workplaces by providing real-world examples.

(6 marks)

Selected Management Quotes of

Mark Zuckerberg
(Facebook Founder and CEO):

"At Facebook, we're inspired by technologies that have revolutionized how people spread and consume information. We often talk about inventions like the printing press and the television-; by simply making communication more efficient, they led to a complete transformation of many important parts of society. They gave more people a voice. They encouraged progress. They changed the way society was organized. They brought us closer together."

"I think as a company, if you can get those two things right--having a clear direction on what you are trying to do and bringing in great people who can execute on the stuff--then you can do pretty well."

- b. Taking cues of the above quotes by Mark Zuckerberg, the CEO and Founder of Facebook Inc. describe how entrepreneurs lead the organization.

(8 marks)

- c. Explain **THREE (3)** external factors that affect the Human Resource Management process. Give suitable examples to support your explanation.

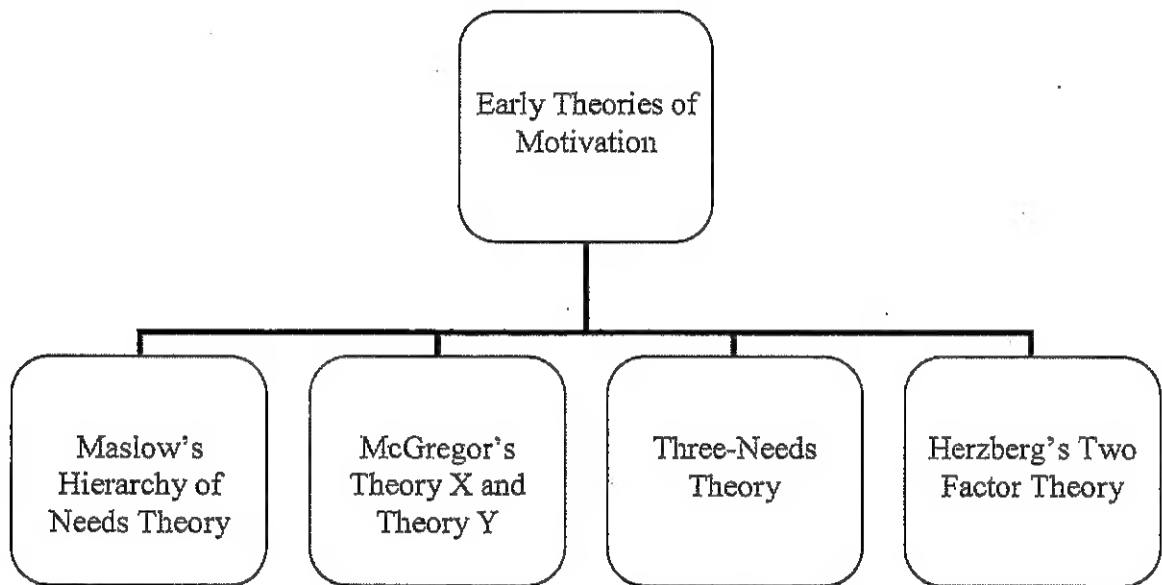
(6 marks)

[20 Marks]

Continued...

Question 5

- a. Explain **TWO (2)** reasons why people resist change (5 marks)
- b. List and briefly explain the **NINE (9)** ingredients that can be used to create an effective work teams? (9 marks)

**Figure 1-3**

- c. Motivation refers to the process by which a person's efforts are energized, directed, and sustained toward attaining a goal. Early theories represent the foundation from which contemporary motivation theories were developed. From the theories above (Figure 1-3), choose and discuss **TWO (2)** early theories of motivation.

(6 marks)

[20 Marks]**[Full: 100 marks]****End of Page**